

TRANSLATION OF CULTURAL REALIA IN THE CONTEXT OF LOCALIZATION

Олеськів М. І.

*студентка факультету іноземних мов,
Тернопільський національний педагогічний університет
імені Володимира Гнатюка
м. Тернопіль, Україна*

First of all, one of the main tasks of localization is the cultural adaptation of a product to the characteristics of a particular country, region or population. Undoubtedly, the translation of cultural realia is an integral part of cultural adaptation and a challenge for the translator. Realia words are translation categories that play a paramount role in reflecting socio-historical and cultural contexts and provide national colour. At the same time, realia is often a stumbling block for the translator, as translating it correctly requires going beyond the text into a broad context and beyond the very text.

Some researchers such as Vereshchagin E. M., Kostomarov V. G., Fedorov A. V. attribute realia to the category of non-equivalent vocabulary, claiming that they can't be translated at all. However, realia is part of the source text, so its rendering in the target text is one of the conditions for its adequacy. Thus, the question is not in possibility or impossibility to translate them, but ways to translate them. The difficult question is how to do this to convey the content of realia to the translation receptor.

According to S. Florin and S. Vlahov in the practice of translation, there are the following means of rendering realia:

- transcription (transcoding)
- translation (substitution)
- approximate translation

The transcription of realia involves the mechanical transfer of realia from a foreign language into a target language by means of the letters with the closest possible approximation to the original form.

Realia translation (or substitution) as a means of translating it into a target language is used in cases where transcription (transliteration) is impossible or undesirable in one way or another. Introducing neologism is the best way to preserve the content and colour of the translated realia. Such new words, first of all, can be calqued and half-calqued:

a) Calque translation is loan translation is a word or phrase borrowed from another language by literal, word for word or root for root translation.. A classic example is the words skyscraper – skyscraper; misleader is a false leader.

b) Half-calque translation is a kind of partial borrowings, but composed partly of their own material and partly of the material of a foreign language. And a translator

should only use this translation tool when there is really no corresponding word or phrase in the target language;

c) Adaptation is an adaptation of a foreign-language reality giving it the appearance of a native word on the basis of a foreign language material.

d) Semantic neologism is a new word or phrase, "invented" by a translator, that allows to convey the semantic meaning of realia. The main difference between calque translation and semantic neologism is the lack of etymological connection with the original word. But Vlachov and Florin point out that "the method of translating realities by neologisms is the least used: the reason is quite obvious – the creator of the language is the society and very rarely – a separate author".

An approximate translation of realia is more commonly used than any other method. Though this method is not quite accurate, it can convey the substantive content of realia, but the colour is often lost because the expected connotative equivalent is replaced with a word which is neutral in style (a word or phrase with zero connotation).

Література

1. Наукові конференції. Переклад реалій – частина великої та важливої проблеми. URL: <http://oldconf.neasmo.org.ua/node/2790>
2. Вікіпедія. Слова-реалії. URL: <https://uk.wikipedia.org/wiki/Слова-реалії>
3. Наукові конференції. Корнієнко О. Д. Особливості перекладу реалій. URL: <http://intkonf.org/kornienko-od-osoblivosti-perekladu-realiy/>

REALIA AS THE CULTURAL PECULIARITY

Паскар Ю. М.

*студентка факультету іноземних мов
Тернопільський національний педагогічний університет
імені Володимира Гнатюка
м. Тернопіль, Україна*

Globalization increases the interaction between people of different countries. According to this, the need of translators and interpreters grows as well. During our investigation we came to the conclusion, that culture and language are strongly connected, as they develop in one time and area. We developed a conviction, that language is one of the manifestations of culture. According to this statements, during translation we must pay attention to cultural and linguistic background.

The national peculiarities of a country are clearly showed in the linguistic units. It was revealed that many scholars attached much importance to the realia, as it plays an important role in the study of the national-cultural content of a language, features of social organization, customs, art, science, literature, everyday life and epos.